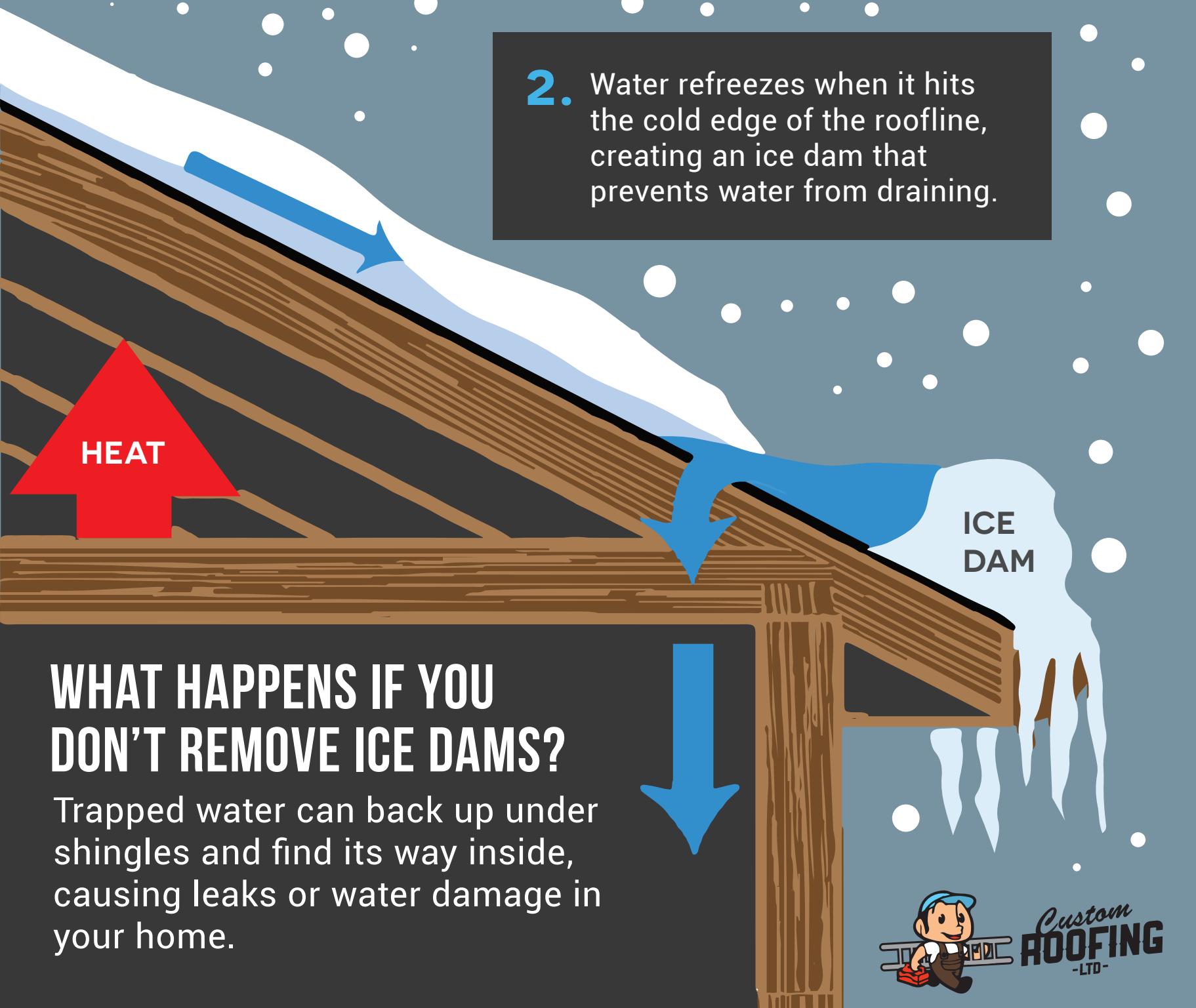


HOW DOES AN ICE DAM FORM?

1. Heat rising from the house melts the snow and ice on the roof, causing water runoff.

2. Water refreezes when it hits the cold edge of the roofline, creating an ice dam that prevents water from draining.



WHAT HAPPENS IF YOU DON'T REMOVE ICE DAMS?

Trapped water can back up under shingles and find its way inside, causing leaks or water damage in your home.